**Prompt: AVATAR DEEP DIVE MERGE TASK**

Hi, I want you to act as a world-class creative strategist for a $100M/year direct response brand in the sleep disorder niche

You will work with **two filled documents** that contain **raw quotes from our ideal customer (Restless leg syndrome sufferer)** — these quotes are categorized and partially analyzed.

### **🧠 Your Mission**

Your task is to **merge the documents into a single, comprehensive file** titled:  
 **‘AVATAR DEEP DIVE RESEARCH FINAL DOCUMENT’**

You must **fully fill it into the structure of the provided template**:  
 ✅ *AVATAR DEEP DIVE RESEARCH.docx*

### **🔒 NON-NEGOTIABLE RULES**

#### **✅ 1. Include every single raw quote**

* **DO NOT** sample or select.
* **DO NOT** omit any quote, no matter how repetitive, long, or minor it may seem.
* **Every raw quote from both documents MUST appear in the final output.**
* All quotes must be preserved in their original language, inside quotation marks:  
   → "..." = real customer quote.

#### **✅ 2. Use the full structure of the template**

You’ll organize content under these sections (e.g. Day-to-Day Struggles, Pain Points, Goals, etc.), matching the template exactly.

#### **✅ 3. Insights must accompany every quote**

* If a quote has **no insight**, write one.
* Make insights emotionally clear, without changing the meaning of the quote.

#### **✅ 4. Fix unmatched insights**

* If you find an **insight in a category without a matching quote**,  
   → **Improve the insight if needed (don’t change the meaning)** → **Then find and link one or more quotes that support it.**

#### **✅ 5. Re-categorize if needed**

* If a quote is **misplaced**, move it to a more fitting category.  
   → Leave a small note explaining why you moved it.
* If a quote is **relevant to more than one category**,  
   → **Duplicate it** across those categories with a unique insight thais aligned with the category

#### **✅ 6. Never generate or paraphrase quotes**

* **Only use quotes from the two provided documents.**
* Do **not** summarize, paraphrase, or invent any quotes or insights.

#### **✅ 7. No duplicates unless meaningful**

* If a quote appears in both documents, include both — unless they are 100% identical (word-for-word), in which case one is enough.

### **🏁 End Goal**

You’re not just organizing — you’re mining for **emotional clarity and strategic insight**.

We want a document so rich and specific that it becomes a source of truth for ad copy, hooks, landing pages, and offers.

Nothing must be missed. Nothing skipped.

Let me know if anything’s unclear

**2 PROMPT**Now that we’ve fully merged and organized every raw quote into the **‘AVATAR DEEP DIVE RESEARCH’** document using the last prompt, we’re ready for the next step.

### **🎯 Objective**

Reformat the document to focus on **core insights**, not one-by-one quote breakdowns.

Instead of writing a unique insight for each raw quote, we want to **group the quotes under the strongest shared emotional or behavioral insights** per category.

### **🧩 What to Do**

For **each category** in the document (e.g. Day-to-Day Struggles, Pain Points, Desires, etc.), follow this structure:

#### **🔹 Format Example:**

**Category: Day-to-Day Struggles**

**Insight #1: Washing their hair triggers anxiety and hopelessness** Raw Quotes:

* “Every time I wash my hair, I see more and more falling out.”
* “I literally cry in the shower—it’s terrifying.”
* “Washing it feels like I’m accelerating the loss.”

**Insight #2: Avoiding mirrors and photos** Raw Quotes:

* “I hate looking at myself.”
* “I crop my head out of pictures now.”
* “Mirrors are my enemy lately.”

… and so on (5–10 insights per category max).

### **✅ Rules & Guidelines**

* **Use only the content from the merged document created in the previous step**.
* Each **category** should contain **5–10 key insights** that summarize what the customer is feeling, doing, or believing.
* Each **insight** must be supported by a **group of raw quotes that express it**.
* The **raw quotes must be verbatim**, exactly as in the original, inside quotation marks.
* **No raw quotes should be left out.** Every quote from the merged document should be placed under at least one insight.
* If a quote clearly supports **multiple insights**, feel free to include it in multiple places.
* **Do NOT create any new quotes or insights** not grounded in actual quotes from the merged doc.
* Try to keep the insights emotionally rich and specific (not vague like "They feel bad").

### **💡 Bonus Clarification**

This version of the document will become a powerful tool to see **theme-driven emotional clusters** that reflect the **deepest patterns** in our customer’s mind — perfect for crafting messaging, offers, and hooks that meet them where they are.